

Amendments to the Claims

This listing of claims will replace all prior versions, and listings, of claims in the application:

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(11-30-04)

1. – 10. (Cancelled)

11. (Currently amended) A method of presenting images of personalized merchandise in an electronic commerce transaction comprising:

providing an image of an article of merchandise offered for sale by a merchant in an electronic commerce transaction;

providing an online consumer with a mechanism for interactively creating personalizing content in real-time using a content creation application program provided by a merchant's server system;

projecting the personalizing content onto the image of the article of merchandise to produce a composite image representing the article of merchandise as personalized by the personalizing content; and

providing the composite image for display by a client device of the consumer to facilitate the electronic commerce transaction with the merchant.

12. (Original) The method of claim 11 further comprising accepting an order by the merchant from the consumer to purchase the article of merchandise as personalized by the composite image.